

AMENDMENTS TO THE SPECIFICATION

Please amend the paragraph beginning on page 3, at line 26 as follows:

After a sharing user has selected a purchase for sharing, information about the purchase is provided to any users that are in the group or groups of users designated by the sharing user to receive it. Providing such information is in some cases referred to as notifying the users to whom the information is provided. For example, when a user in this group visits a web page containing a description of the purchased product, the facility may display a visual indication that the sharing user purchased the product. The indication may either be accompanied by additional details about the sharing user's purchase of the product, or may include a link to additional details. Additional details may include the date on which the sharing user purchased the product and the sharing user's feedback on the product. Information about the shared purchase may also be provided to users in the designated group when they visit a page containing information about the sharing user, or may be transmitted to those users in messages of various types. In addition to the additional details mentioned above, the information about the purchase displayed on this page may also include information about the product, including its name, a description, an image, and controls for purchasing the product or adding it to a wish list.

Please amend the paragraph beginning on page 5, at line 13 as follows:

In order to more effectively describe the implementation and operation of the facility, it is hereafter discussed in the context of an example. Aspects of the example are shown in Figures 2-7. Various components of the facility are described below. Those of ordinary skill in the art will recognize that components of the facility may be grouped in various ways in different embodiments of the facility. For example, a software component of the facility that detects that a purchasing customer has purchased an item may be executed by the hardware of the facility, such as the CPU 171, to form a purchase detection subsystem. Similarly, a software component for determining that two users have a purchase notification relationship may operate with the CPU 171 and persistent storage device 173

to form a purchase notification relationship subsystem. As another example, a notification subsystem may be composed of hardware components such as the CPU 171 and connected through networking hardware to the Internet 140 as well as software components such as a module for providing notifications to a customer that a purchasing user has purchased an item. These groupings are provided as examples, and those of ordinary skill in the art will recognize that the facility may be composed in many other ways.

Please amend the paragraph beginning on page 6, at line 19 as follows:

Figure 4 is a display diagram showing a "Friends and Favorites" Web page for a user other than jj. This user, "Steve," has a purchase information sharing relationship with the user jj. In the parlance of the display 400, jj is a favorite person and trusted friend of the user Steve. Accordingly, the Friends and Favorites Web page for the user Steve contains an indication 410 that the user jj has recently performed additional activity, such as a detected purchase, that is shared with her trusted friends and favorite people. The indication includes a link 411 that can be traversed to the shared purchaser's Web page for the user jj shown in Figures 2 and 3. In this way, users who have a purchase information sharing relationship with the user jj can discover and read about the user jj's recent purchases and/or recently-shared purchases.

Please amend the paragraph beginning on page 6, at line 28 as follows:

Figure 5 is a display diagram showing a product description Web page. Display 500, in addition to a variety of other types of information about the product and controls for purchasing the product, includes a display 510 of other users who have purchased the product. The display 510 contains an indication 511 that jj has purchased the product. The indication identifies jj as the purchaser and notifies users that have a purchase notification relationship with jj that jj has purchased the item. The indication 511 is a link to the portion of the shared purchases Web page for the user jj that contains information about this product. In alternative embodiments, the indication 511 could contain additional

information, such as any of the information shown on the shared purchases Web page for the purchasing user. By displaying this information on product description Web pages throughout the merchant Web site, the facility is able to deliver shared purchase information even to users that aren't aware of the shared purchases feature, or who fail to specifically seek it out. In many senses, if a user is considering the purchase of the product described in a product description Web page, an indication that the user's friends, whose judgment the user trusts, have already purchased the item may be a significant factor in influencing the user to purchase the product. Further, such indications on product description Web pages can serve to introduce or reintroduce the user to the shared purchases feature. In this case, the user may go on to investigate other shared purchases of this sharing user or other users.

Please amend the paragraph beginning on page 7, at line 16 as follows:

Figures 6-7 show examples of how a purchasing user may share information about the purchase of a product. Figure 6 is a display diagram showing a display produced in response to an order by the user Steve for a product, such as after detecting that Steve has purchased the product. The display 600 shows the name 601 of the product, as well as a share button 602 that the user may click in order to designate the product for purchase sharing. As is discussed in more detail below, the display 600 may in some embodiments include additional controls for specifying a group of users with which to share information about the purchase, and for providing feedback (at least preliminary feedback) about the product as part of the shared information.

Please amend the paragraph beginning on page 9, at line 7 as follows:

Figure 9 is a display diagram showing the contents of the friends best sellers list for the user Ryan. The display 900 includes friends best sellers list 901. The friends best sellers list includes information about each of a number of products purchased by other users with which the user Ryan has a purchase information sharing relationship. For example, information 910 relates to a "The Matrix DVD" product purchased by users with

whom the user Ryan has a purchase information sharing relationship. Among this information is a count 911 of the number of such users that have purchased this product. The list 901 preferably sorted in the descending order of this count. Similarly information 920 relates to a "Programming Perl" product and information 930 relates to a "Nerf Action: Wild Fire" product purchased by users that have a purchase notification relationship with the user Ryan. Each of these products includes a count 921 and 931 of the number of such users that have purchased the product.